

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



Neo-Neon Holdings Limited

同方友友控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 01868)

ANNOUNCEMENT PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board wishes to inform the shareholders and potential investors of the Company that, based on information currently available, it is expected that the profit of the Group for the year ended 31 December 2023 will decrease significantly as compared with the previous financial year.

Shareholders and potential investors of the Company should exercise caution when dealing in the shares of the Company.

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of Neo-Neon Holdings Limited (the “**Company**”) and together with its subsidiaries, the “**Group**”) wishes to inform the shareholders and potential investors of the Company that, based on information currently available, the profit of the Group for the year ended 31 December 2023 are expected to decrease more than approximately 40% as compared with the previous financial year. Such expected decrease in profit is mainly attributable to:

- (i) the increase in selling and distribution expenses as compared with the previous financial year resulting from the inflation, exchange rate fluctuations and the increase in the promotion expenses of new products and the building fees of high margin channels; and

- (ii) the increase in administrative expenses as compared with the previous financial year resulting from the inflation in the United States, exchange rate fluctuations and the higher provisions.

The Group is still in the process of finalizing its annual results for the year ended 31 December 2023. As such, the information contained in this announcement is only based on the Company's preliminary assessment of the consolidated management accounts of the Group, which have not been reviewed by the Company's auditors and may be subject to amendments. Further details of the Group's performance will be disclosed when the Group's audited annual results for the year ended 31 December 2023 are announced.

Shareholders and potential investors of the Company should exercise caution when dealing in the shares in the Company.

By order of the Board
Neo-Neon Holdings Limited
Gao Zhi
Chairman

Hong Kong, 5 March 2024

As at the date of this announcement, the executive Directors are Mr. Gao Zhi and Mr. Lian Chenwei; the non-executive Directors are Mr. Kong Lingqi and Ms. Liu Wenjing; the independent non-executive Directors are Dr. Fan, Ren Da Anthony, Ms. Li Ming Qi and Ms. Yang Juan.